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H van der Scheer - Unpublished Thesis (University of Groningen, 1996) - dissertations.ub.rug.nl

... we consider the use of addressed direct mail on the ... costs of a single mailing piece and the fixed costs. ... the objective of the direct marketing campaign and the ...

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M Armstrong - 2001 - books.google.com

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R Batra - Journal of International Marketing, 1997 - jstor.org

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Effective implementation of a marketing communications strategy for kerbside recycling: a ...

N Mee, D Clewes, PS Phillips, AD Read - Resources, Conservation & Recycling, 2004 - Elsevier

... an integrated approach to marketing and communications ... were planned, these included:

direct mail, roadshows, newsletters ... a number of key campaign messages that ...

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M Bergen, G John - Journal of Marketing Research, 1997 - jstor.org

... Let this campaign cost A(r) per person ... JOURNAL OF MARKETING RESEARCH, AUGUST 1997 ... for each retailer minus variable costs and advertising costs and fixed costs. ...

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Linking sponsorship and cause related marketing

MJ Polonsky, R Speed - European Journal of Marketing, 2001 - emeraldinsight.com

... by each party and the donor can lower their fixed costs. ... CRM programs, for example using direct mail to existing ... to be exploiting an issue (Marketing Week, 1998 ...

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VL Vaccaro, DY Cohn - International Journal on Media Management, 2004 - informaworld.com

... songs a month to recoup all fixed costs and make ... and offline (eg, via catalogs, phone, direct mail, etc.). An example of a convergent marketing strategy is the ...

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J Lenskold - 2003 - books.google.com

... In fact, the proper use of **marketing ROI** measurements is capable of comparing investment options as diverse as a direct **marketing campaign**, a dedicated sales ...

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Partisan mobilization campaigns in the field: Results from a statewide turnout experiment in

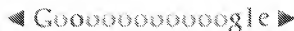
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DW Nickerson, RD Friedrichs, DC King - Political Research Quarterly, 2006 - prq.sagepub.com

... voters in 1960 to just 65.6 percent in 2000 (Wattenberg 2002: 45), political parties

and "527" organizations approached the 2004 **campaign** with renewed ...

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